Open For Business Workshop # 4 Notes

Student Population:

LVJH: 678 PJH: 722

* Should help us develop our target market- size market *(usually half of total population)*
* Consider behaviors common to the target market audience

Eileen’s Cookies will bake cookies for us for $2.00 per dozen

As we work we need to think of:

* Gross Profit vs. Net Profit

Considering costs of:

Product

Packaging

Materials / Cost for Advertising

Materials / Cost for Marketing

* Length of time for campaign: shorter term *(retain freshness of cookie/respect the business of the cookie baker in regards to competition, etc)*
* Location to sell: each junior high / home basketball game at each high school on Feb. 11th if cookies remain to sell
* School Board presentation to request start-up funds and share project and what has been learned so far / prepare slides to share and talking points to deliver to board on Jan. 24th (Erin- manager)
* Press release written to send out for use in newsletters, announcements, newspaper article, etc.
* Set up way to promote idea through social networking: Facebook, etc.